

Marketing Perceptions, Inc.

Bette Levine
President

September 23, 1992

Ms. Karen Eisen
Phillip Morris Corporation
120 Park Avenue
New York, NY 10017

Dear Karen:

The following details specifications, timing and costs for conducting focus groups among adult male smokers to qualitatively explore consumer response to the Marlboro Adventure Team at the Texas State Fair.

We will conduct a total of three (3) focus groups on Thursday, October 15 in Dallas, Texas.

- 2 groups will consist of Marlboro Red, Marlboro Light and Marlboro Medium smokers.
- 1 group will consist of competitive full margin, non-menthol brands.

Additionally, all must be between the ages of 21-34. All must smoke king size cigarettes most often. Per group, at least half must say that they got an application for the Adventure Team Promotion and that they intend to participate in it.

Each group will be scheduled to last 1 1/2 hours. Groups will be conducted at 5:00 p.m., 6:30 p.m. and 8:00 p.m.

A summary report of findings will be available no later than October 29, 1992.

Costs are estimated not to exceed \$14,700, inclusive of all research-related expenses and fees, travel, and facility food expenses for respondents and viewing clients.

I trust this meets with your approval.

Sincerely,

Bette

Bette Levine

2045725103

Renaissance Office Center • 15 Engle Street, Englewood, New Jersey 07631 • (201) 569-6088
FAX (201) 569-8154